



*COMMONWEALTH OF
MASSACHUSETTS
EMPLOYEES CHARITABLE
CAMPAIGN*

**KEY PERSON
Training Guide**

COMECC

All Regions

This Training Guide was developed to assist all COMECC volunteers.

Materials, information website: www.comecc.net

State Website for COMECC: www.mass.gov/hrd/comecc

Useful contacts:

COMECC Office:	Room 301 One Ashburton Place Boston, Massachusetts 02108
Campaign Manager:	Action for Boston Community Development (ABCD) 178 Tremont Street Boston, MA 02111
Statewide Contact:	Emily Gilmore ABCD/COMECC Statewide Campaign Manger 178 Tremont St., Boston, MA 02111 617-348-6229, email Emily.gilmore@bostonabcd.org
Manager contact info:	Emily Gilmore, Campaign Director 617-348-6228, email: emily.gilmore@bostonabcd.org
Manager Fax number:	617-357-0172
Region 1	Cassandra Koufos, Campaign Coordinator 617-348-6229, email: Cassandra.koufos@bostonabcd.org
Region 2	Cassandra Koufos, Campaign Coordinator 617-348-6229, email: Cassandra.koufos@bostonabcd.org
Region 3	Doreen Thornburg, United Way of Central Mass 508-757-5631, email: dthornburg@unitedwaycm.org
Region 4	Cassandra Koufos, Campaign Coordinator 617-348-6229, email: Cassandra.koufos@bostonabcd.org
Region 5	Bob Lee, Berkshire United Way 413-442-6948 x13, email: blee@berkshireunitedway.com

*Commonwealth of Massachusetts Employees
Charitable Campaign*

Key Person Information

Our Goal is 100% ASK!

Try to ask every person in your agency or department to participate.

With almost 1200 charities working to benefit people, animals, and the environment, there should be something for everyone. It's important that everyone be given the opportunity to participate.

Consider a kickoff event, bake sale, or small charity fair.*

1. Build a team. Involve others to help you generate ideas, build enthusiasm and share tasks. Remember, you are providing an *opportunity* for people to participate.
2. Encourage agency or departmental leadership to take a visible role. This might be accomplished with a memo, or a short presentation to the executive group.
3. Develop a campaign timetable and action plan for your group. Determine your resources and department's culture to come up with a plan. Set a goal. You can base it either on a dollar amount or participation. Choose a theme, or any other personalized touch you think your co-workers would enjoy or benefit from.
4. Distribute or call attention to materials. Blank pledge cards are provided. To reduce costs, brochures will be shipped at a ratio of about 30% of your department's total employees (unless a previous agreement has been made). The Campaign coordinator can supply more brochures and posters if needed, but know that the brochure is also available online at our website. The single reason people identify for not participating is that they were not asked! Take the time to speak to co-workers about the campaign to make sure they know all the possible pledge options. They can also be directed to our online site, www.comecc.net.
5. Throughout the campaign, share the results and say thanks. You'll have information on your pledges, as well as them being totaled at the COMECC office. As a Key Person, you can make announcements of campaign activities, totals and say thanks on behalf of the recipients. Your co-workers will appreciate that their participation is important to the agency's involvement in the community all year long.

Thank you for your leadership in COMECC.

* Call the COMECC office for further information

COMMONWEALTH OF MASSACHUSETTS EMPLOYEES CHARITABLE CAMPAIGN

HELPFUL COMECC HINTS

SELL YOURSELF FIRST.

Make your own gift first. It is easier to ask people to do something you have already done yourself.

KNOW YOUR STORY.

You can't sell them if you can't tell them. Read all campaign material. Learn the facts, then tell the story.

DON'T GUESS. GET THE FACTS.

Be ready for questions and objections. If you do not know the answer or are unsure, ask for help from the COMECC campaign manager. Never argue.

SEE EACH PROSPECT IN PERSON.

Be enthusiastic. Be proud of what you are doing to help others. Face to face is the best way to obtain a pledge.

STRIVE FOR THE PLEDGE.

Payroll gifts are the most efficient. Tell how the pledge may be paid over the next twelve months... starting in January and going through to the following December.

COLLECT THE PLEDGE CARDS QUICKLY.

A short time frame will spur donors on. Be sure to turn in all reporting information promptly.

SEND IN CHECKS IN A TIMELY MANNER.

Checks will be processed as soon as they reach our office.

EXPRESS THANKS.

Be generous with your gratitude. *Give thanks to those who just listen to your request to give, too.* They may become contributors next year.

Questions? Please call Emily Gilmore at 617-348-6228.

COMECC PLEDGE PROCESSING

1. Collect Pledge cards. Please check for completeness. Payroll copy must be signed, if there's a payroll pledge.

PLEDGE CARDS: Employee name and department must be present and readable on all 3 copies.

Make sure charity code numbers are legible and valid. ALL charity codes are 6 digits. If a charity is not listed in this year's brochure, last year's code will *not* work. Invalid code numbers, or those with no designation, will be treated as an undesignated contribution. Please encourage everyone to designate to one or more of the wide assortment of charities.

- **Easy Payroll Deduction**

- *Amount per Pay Period:* Check off the AMOUNT you want deducted bi-weekly or One Time, OR check Other, and specify the amount.
- *Number of Pay Periods:* For **Bi-weekly Payroll Deduction**, Check off 26 (weeks) (spread across the pay periods starting in 2013) OR
- *Number of Pay Periods:* **One Time** (Deducted first payroll of the new year)
- *Annual gift:* Number of pay periods selected *times* the amount per pay period. This "total annual gift" should equal the total of the amounts in the designation area (Select Where You Wish your Money to Go).
- *Employee Signature:* Must be signed to verify it is you making the pledge! Thank-you.
- *Phone/E-mail:* If there is a question on your pledge (illegible or invalid), this is how we will contact

- **Direct Payment**

- Total check amount you are donating. Check must be made payable to COMECC.
- This "direct gift" should equal the total of the amount(s) in Select Where You Wish your Money to Go.

- **Designations (Select Where You Wish Your Money to Go)**

- All charity codes are 6 digits.
- Legible charity codes are essential! 0, 6 or 8; 2, 3 or 5; 3, 5 or 8; 1 or 7. Hard to read, sometimes.
- If the charity name is entered, we may catch errors if the code is different than the charity name.

- **Release Authorization – Only enter information if you want it released to the charity**

- **If an employee has chosen *either* Payroll option, the pledge card must be signed.**

- The **total annual gift** for payroll deduction, or **direct gift** if by check, should match the total amounts designated from **Where You Wish your Money to Go**.
- Employees should keep the pink Employee copy of the pledge card as a receipt.
- Online/ePledge donations – bi-weekly, one time payroll, or credit card are accepted at www.comecc.net.

2. Listing Sheet/Spreadsheet: **Note: Electronic version available at www.comecc.net in lieu of paper form.**

<https://www.comecc.net/documents/COMECC.ListingSheet.xls>

Please make sure the copies are legible. List the names of contributors along with their *total* pledge. *One department per sheet*. List every pledge on a separate line. Pledge cards should be in the order listed. Be sure to list checks in their appropriate columns. If possible, list all Payroll Deductions together and all checks together. *Total the columns at the bottom of each page*. Multiple Listing Sheets in one envelope are acceptable. The Listing Sheet(s) grand totals (for PR and check) should be transferred to the Reporting Envelope. **The YELLOW section of the pledge cards goes with the Listing Sheet(s) into the Report Envelope.** Keep a copy of the listing sheet for your records. ***Please Note: You will be notified regularly of any e-pledges. That e-Pledge information, regarding bi-weekly or one-time (but not credit card), should be passed on to the PR department. Do NOT list e-pledges on the Listing Sheets or Report Envelopes.***

3. Detach top (white) signed section from pledge card and forward to your payroll office for timely input.
4. Yellow sections of pledge cards are to be put into the Reporting Envelope with the Listing Sheet(s) – electronic or paper version. Please do NOT send back the unused or zero pledge cards.
5. Report Envelope: Fill in ALL requested information. Note: The COMECC Account Number is your Department ID (found under Name on pledge card). Please put your telephone number and email on the envelope in case there are any questions that need to be addressed about its contents. If you've misplaced your return envelope, the **address to return the Report Envelope to is: Emily Gilmore, ABCD/COMECC, 178 Tremont St., Boston, MA 02111**. Questions: 617-348-6228 or emily.gilmore@bostonabcd.org.

Thank you for your attention to detail. The most important part of the campaign is ensuring that the employee's gift gets to their intended charity or charities!

COMMONWEALTH OF MASSACHUSETTS EMPLOYEES
CHARITABLE CAMPAIGN



LISTING SHEET

(Note: Electronic version available at www.comecc.net)

Sheet No. _____

Date _____

DEPARTMENT
OR AGENCY ID _____

KEYPERSON _____

INSTRUCTIONS

DO NOT INCLUDE ePledges. Please list below the name of each employee that has contributed. Group pledge cards by payroll deductions then pledge cards with checks attached. All pledge cards should be in the order in which they are listed. Send the top section of the pledge card (White) to your Payroll Office. Place the Yellow section of the pledge card in the Report Envelope with a Listing Sheet. Listing sheet totals and Report Envelope totals must match. Thank you.

	NAME OF CONTRIBUTOR	ANNUAL PAYROLL DEDUCTION	CHECKS
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
TOTAL			

CHARITABLE CAMPAIGN

COMECC QUESTIONS AND ANSWERS

♦ ***“Why COMECC?”***

A single, annual fundraising campaign keeps things simple and helps provide funds for a multitude of services to the community, region, nation and the world in an efficient and economical way. The Commonwealth allows only COMECC as the one on-the-job payroll deduction fundraising campaign.

♦ ***“Are COMECC donations tax deductible?”***

Yes. Every charity that participates in COMECC must be an approved 501©3 non-profit organization.

♦ ***“Who decides on the charities in the brochure and their listing order?”***

Each year charities must reapply. Applications were reviewed by the Statewide Campaign Manager, who chaired a Statewide Review Committee comprised of the Local Campaign Managers. The order of the charities in the brochure was established by a random draw.

♦ ***“How did COMECC begin?”***

COMECC was established in 1984 through an Executive Order. Since then, the Executive Order has been updated and is known as #451. Over the years, campaign materials, participants and activities have varied greatly. COMECC relies on volunteers from all State agencies and departments to raise funds and does not benefit any one employee, group or charity. All charity participants are reviewed to make sure they comply with non-profit status rules and regulations. Successful campaigns benefit thousands of persons in need and employees from all levels should feel good about participating.

♦ ***“How is COMECC different from the United Way workplace appeals?”***

COMECC is run by and for State employees. The United Way is one participant, among COMECC's over 1100 participants. Employees have the ability to choose whatever charity(ies) they wish to support.

♦ ***“The services of the COMECC charities don't help me or my family, why should I support them?”***

While some of the charities listed are crucial to people with special problems, the majority of participants routinely make your life better in many ways. Take a quick look at the listings and you will see programs that are very familiar to you. Everyone has benefited from the work done by the dozens of charities working on issues of health care, the environment, consumer safety or individual empowerment.

♦ ***“What are the administrative costs to running COMECC?”***

Costs are kept low by using volunteers and by ordering supplies in quantity for the campaign so that about 90% of your contribution goes to the charity or charities you designate.

♦ ***“Who decides where the contributions go?”***

You decide where your contribution will go by choosing a specific charity or charities from the over 1100 listed. Review the brochure or www.COMECC.net for the possibilities.

♦ ***“What is the easiest way to give?”***

Payroll deduction is the most efficient way to give to COMECC. Most people enjoy the ease of supporting a favorite cause by giving a comfortable amount each pay period. Just a small contribution out of each paycheck can mean a lot to a senior citizen with no fuel, a family suffering from domestic violence, a young child who needs medical

treatment for cancer, a family made homeless, or those displaced by a disaster. COMECC is also available for the needs of animals. These are just a few of the situations in which your contribution(s) can help make a difference.

◆ ***“May I give online?”***

Yes. Secure Online payroll donations (bi-weekly throughout the year or one time) or credit card donations are accepted at https://www.givingnexus.org/_comecc/. View the COMECC FAQ from the About option for more information about Online giving.

◆ ***“If my circumstances change, may I change the amount of my COMECC pledge, or cancel it?”***

Yes. Simply notify your payroll office and the change will be made.

◆ ***“Can I be acknowledged for my gift from the agency I designate?”***

Yes. You can request that the agency you give to acknowledges your gift. Just check the box requesting an acknowledgement with your name and address, and the Campaign Manager will forward your request to the proper agency or agencies. The information you provide will remain confidential and cannot be used for any other purpose. It is up to the agency to respond to your request for acknowledgement. This can also be done online, when giving through https://www.givingnexus.org/_comecc/.

◆ ***“I feel I am being pressured to give.”***

Voluntary giving is the cornerstone of COMECC. Pressure to give is against COMECC policy and all measures are taken to inform employees that giving is their choice and all responses are confidential.

◆ ***“I don’t like one of the charities in the book.”***

A charity being listed in the book does not imply endorsement; it just means it was reviewed and accepted by the COMECC committee. You specify the charity or charities you wish to support, and that is where your contribution is distributed. Any undesignated contributions are put into a fund and divided proportionately among those charities that received donations during the campaign.

◆ ***“Other members of my family give, so I don’t need to.”***

Giving is an individual matter. You may or may not agree with what other people contribute to, so take action to make sure your interests are supported.

◆ ***“I can’t afford to give now.”***

Filling out a pledge card now will not affect your paycheck until after January 1. Also, spreading out a gift over a year makes contributing easier regardless of the amount.

◆ ***“What if the charity I wish to give to is not listed?”***

Hopefully you can find another charity of your liking for this year. In the meantime, send the charity's name, a contact's name, phone number and email address to comecc@bostonabcd.org. We will put the charity on our mailing list to contact them in the spring regarding the application process for the following campaign season. Also, for informational purposes, they are welcome to look at this year's application information at www.comecc.net.

